

### **Meeting Notice**

Notice is hereby given that the Scottsdale Tourism Development Commission will meet at 8:00 a.m. Tuesday, May 17, 2005 at the City of Scottsdale, Pinnacle Conference Room, 7575 East Main Street, Scottsdale, Arizona.

**Agenda**  
**Scottsdale Tourism Development Commission**  
**City of Scottsdale**  
**Pinnacle Conference Room**  
**7575 East Main Street, Scottsdale, Arizona**  
**8:00 a.m. Tuesday, May 17, 2005**

- 1. Call To Order**
- 2. Roll Call**  
Ned Sickle, Chairman  
Margaret Dunn  
Jerry Gleason  
John Holdsworth, Vice Chairman  
Tom Morrow  
Sally Shaffer  
Gordon Zuckerman
- 3. Approval of April 19, 2005 Minutes** **Action Item**  
(Attachment 1)
- 4. Bed Tax Proforma** **Information Item**  
Kathy O'Connor; Craig Clifford-Chief Financial Officer,  
Lee Guillory-Finance Manager (Attachment 2)
- 5. Monthly Updates** **Information Item**  
Kathy O'Connor, Tourism Development Manager
  - Bed-tax Staff Report (Attachment 3)
  - Smith Travel Research Lodging Report (Attachment 4)
  - Project Status Updates (Attachment 5)
- 6. Signature Event Designation – Work Study Follow-Up** **Study/Action Item**  
Kathy O'Connor, Tourism Development Manager  
(Attachment 6)
- 7. Scottsdale CVB Third Quarter Performance Report** **Information Item**  
Kathy O'Connor  
(Attachment 7)

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| <b>8.</b>  | <b>Scottsdale Convention &amp; Visitor's Bureau Update</b><br>Rachel Sacco, Scottsdale CVB | <b>Information Item</b> |
| <b>9.</b>  | <b>Items from the floor</b>  |                         |
| <b>10.</b> | <b>Public Comments</b>   |                         |
| <b>11.</b> | <b>Adjournment</b>   |                         |

The next meeting is scheduled for Tuesday, June 21, 2005